

CLAIMS

We claim:

- 5           1.       A method for generating an universal resource locator  
(URL) for linking an Internet User to a target Web page comprising:
- a)   said Internet user providing an user-input Internet-  
              independent unique identifier related to said target Web  
              page to a control Web site; and
- 10           b)   said control Web site searches a database to find an URL  
              corresponding to an Internet-independent unique  
              identifier for generating said URL for linking said  
              Internet user to said target Web page.
- 15           2.       The method of claim 1 wherein:
- said step a) of said Internet user providing a user-input  
          Internet-independent unique identifier is a step a1) of said  
20           Internet user providing said user-input Internet-  
          independent unique identifier as a first sub-field following  
          an Internet domain name of said control Web site.
3.       The method of claim 1 wherein:
- 25           said step b) further comprising a step b1) of said control Web  
          site converting said user-input Internet-independent unique  
          identifier to a normalized Internet-Independent unique  
          identifier of said target Web page for said control Web site to  
30           search a database to find an URL corresponding to said  
          normalized Internet-independent unique identifier for  
          generating said URL for linking said Internet user to said  
          target Web page.
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4. The method of claim 1 wherein:

said step a) of said Internet user providing a user-input Internet-independent unique identifier is a step a2) of said Internet user providing said user-input Internet-independent unique identifier as a telephone number corresponding to said target Web page.

5. The method of claim 4 wherein:

said step a2) of said Internet user providing said user-input Internet-independent unique identifier as a telephone number corresponding to said target Web page is a step a3) of inputting said telephone number as a first sub-field following an Internet domain name of said control Web site.

6. The method of claim 1 wherein:

said step a) of said Internet user providing a user-input Internet-independent unique identifier is a step a4) of said Internet user providing said user-input Internet-independent unique identifier as an advertisement identifier number corresponding to said target Web page.

7. The method of claim 6 wherein:

said step a4) of said Internet user providing said user-input Internet-independent unique identifier as an advertisement identifier number corresponding to said target Web page is a step a5) of inputting said advertisement identifier number as a first sub-field following an Internet domain name of said control Web site.

8. The method of claim 1 wherein:

said step a) of said Internet user providing a user-input Internet-independent unique identifier is a step a6) of said Internet user providing said user-input Internet-independent unique identifier as a branch location name corresponding to said target Web page.

9. The method of claim 8 wherein:

said step a6) of said Internet user providing said user-input Internet-independent unique identifier as an branch location name corresponding to said target Web page is a step a7) of inputting said branch location name as a first sub-field following an Internet domain name of said control Web site.

10. A network system comprising:

a network resource management center comprising a database for storing paired data for linking a network-independent preexisting-unique identifier to a network resource locator.

11. The network system of claim 10 wherein:

said network resource management center further comprising a network-resource request-input processor for processing a network-resource request input comprising information related to said network-independent preexisting-unique identifier for searching said database for providing a linked URL stored in said database.

12. The network system of claim 10 wherein:

5 said network resource management center further comprising a network-resource registration processor for receiving a registration request comprising a network-independent preexisting-unique identifier and an associated network resource locator for storing in said database.

- 10 13. The network system of claim 11 wherein:

15 said network-resource request-input processor further comprising a network-resource request-input normalizing means for normalizing and converting a network-resource request-input into a normalized network-resource request.

14. The network system of claim 11 wherein:

20 said network-resource request-input processor further comprising a first sub-domain processing means for receiving and processing a network-resource request-input constituting a first sub-domain name under an Internet domain name of said network resource management center.

- 25 15. The network system of claim 10 further comprising:

an universal resource locator forward means for forwarding an universal resource locator retrieved from said database to a network resource requester.

- 30 16. A network system comprising:

35 a network resource management center provided with an interactive database for enabling an owner of a network resource to editing an unique linking pointer for linking to said network resource.